CITY OF SCOTTSDALE

Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: **Linda Dillenbeck, Chairperson**
Tourism Development Commission

From: **Steve Geiogamah, Tourism Development Manager**

Date: **May 15, 2018**

Subject: **Electric Desert Light and Sound Experience New Development Event Funding**

The Electric Desert Light and Sound Experience (EDLSE) new event funding worksheet is attached for commission consideration. City staff has evaluated the worksheet and support documents to identify potential benefits to the City and the local tourism industry.

The Desert Botanical Garden is requesting consideration as a mega event and $250,000 in support of a one-year event funding agreement. Funding request of more than $75,000 have been taken into consideration by the TDC on a case by case basis. Allocation of potential funds in support of the agreement can be allocated from tourism development funds established for events and event development as well as carry over funds.

Analysis & Assessment

Per the new event funding guidelines, EDLSE meets the following criteria to be considered a mega event: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities.

EDLSE will take place at the Desert Botanical Garden in Phoenix and will run for seven months from October 2 through May 12 and is anticipated to attract 320,000 attendees. The Chihuly event which had similar event activation, attracted 631,000 attendees and had a regional economic impact of $21 million in gross regional product and generated $2 million in state and local taxes.

The Desert Botanical Garden anticipates allocating over $250 thousand in direct advertising expenditures toward the event with consideration of an additional $250 thousand based on city title sponsorship. Additional evaluation related to national television and media exposure should be considered regarding the requested funding amount.

Regional event supporters include the City of Phoenix, Tempe Tourism Office, Arizona Public Service and The Steele Foundation.

To enhance the city's event sponsorship evaluation process, the city has retained a qualified special event and marketing consultant, Bruce Skinner & Associates, to measure, analyze, and report the economic and media impact as well as overall value and benefits associated with a proposed event sponsorship. Attached is the Skinner report.

Funding Availability & Potential Options

There are currently bed tax event support funds available in the bed tax budget for new event development. Pending TDC discussion, the following are options for consideration:

1) Recommend new event development funding for all or part of the requested amount of $250,000.
2) Take no action or additional event evaluation.
3) Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.

City of Scottsdale
New Event Development Guidelines

Major events motivate significant visitation to Scottsdale and contribute to the City's overall brand and image. The New Event Development Funding Program supports events that increase national, international and regional visibility for Scottsdale as a desirable tourist destination through extensive media coverage and generate incremental room nights for Scottsdale hotels and resorts.

Funding amount must be between $30,000 and $75,000.

Qualifications: All qualifications must be met in order to be eligible for funding.

- Supports at least one tourism driver: art and culture, culinary, golf, sports and recreation or western.
- Attendance must exceed 2,000.
- Non-discriminatory in nature and provides reasonable accommodations for those with special needs.
- The event or portion of the event must be held primarily within the corporate limits of the City of Scottsdale. Exceptions will be made for mega events that: 1) Provide a state or large regional benefit, and 2) Receive direct dollar support from multiple cities. Among the factors used in determining whether an Event is held primarily within the City of Scottsdale are: the extent to which the majority of attendance, participation and event activation occur in the corporate limits of Scottsdale.
- Enhances Scottsdale's status and aligns with Scottsdale's brand image.
- Funding worksheet is received a minimum of 90 days in advance
- Has obtained all necessary city and governmental permits.

Ineligibility: The following types of events are not eligible for funding:

- Trade shows
- Neighborhood block parties
- Corporate Meetings
- Events that are mainly fundraisers
- Events that happen in a normal course of business
- Events (or events attached to other events) that receive funding support from other bed tax programs

Questions, Worksheet and Approval Process

- Worksheet:
  - Read qualifying worksheet in its entirety. Only complete if event meets qualifications.
  - Incomplete submissions will not be accepted.
  - Submit worksheet via email to City of Scottsdale Tourism & Events Department
- Approval:
  - Worksheet will be reviewed by City of Scottsdale staff for eligibility and accuracy.
  - Final recommendations are approved by the Tourism Development Commission after a brief proposal presentation of the event.
- Questions and Worksheets should be submitted to:
  City of Scottsdale Tourism & Events Department
  Attention: Holli Shannon HShannon@Scottsdaleaz.gov
  480-312-7177

Funds Disbursed:
The approved funding will be provided post-event, once all contract requirements have been fulfilled.

Approved Use of Funds

- Funding can be used for pre-event marketing and promotion. If the event marketing and promotion value ensures the city receives fair substantial equal value, 10% of funds can be allocated toward event production costs.
- A minimum of 50% of the funds awarded must be a cash expenditure on marketing. The remaining 50% of funds awarded can be counted as earned, promotional value. For example, if an event is awarded $40,000, at least $20,000 must be a cash expenditure on paid marketing. The remaining $20,000 can be counted towards earned media that requires no cash expenditure.
- The funds provided cannot be more than 30% of your entire event budget.
- The funds cannot be used for public relations agency fees or talent appearing at the event.

Responsibility of Event Producer:

- Comply with all City of Scottsdale permit, insurance and approval requirements and processes for special events
- Review, sign and adhere to all requirements as outlined in the Event Agreement.

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality events that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit a qualifying worksheet and should not be interpreted as approval of City funding for the event.
- Actual funding amount and specific uses must be specifically authorized by the City.
- Worksheet is not a legally binding agreement.

NEW EVENT DEVELOPMENT WORKSHEET

APPLICANT INFORMATION

Worksheet Date:
5/1/18

Organization Name:	**Legal Description (LLC, etc.)**
Desert Botanical Garden	The Desert Botanical Garden, Inc.

Business Address:
1201 N. Galvin Parkway

City:	**State:**	**Zip Code:**
Phoenix	AZ	85008

Event Contact:
Elaine McGinn, Director of Planning and Exhibits | Julie Winslett Wagoner, Program Director, Institutional Giving

Phone:	**Cell Phone:**	**Email:**
480-481-8174; 480-481-8115	602-370-6514	emcginn@dbg.org; jwagoner@dbg.org

EVENT INFORMATION

Event Name:
Electric Desert | A Light and Sound Experience by Klip Collective

Event Website:
www.dbg.org/electric-desert

Event Date(s):	**Event Time(s):**
10/2/18 – 5/12/19	Dusk until 9pm; extended hours planned for weekends & special events

Event Location:
Desert Botanical Garden, 1201 N. Galvin Parkway

City:	**State:**	**Zip Code:**
Phoenix	AZ	85008

Admission Cost:	**Projected Attendance:**	**Years in Scottsdale:**
$12.95-$24.95 (as of 5/1/18)	320,000+	New exhibition

Expense Budget (includes marketing):	**Estimated Revenue:**	**Marketing Budget:**	**Requested Funding Amount:**
$3,269,000	$ 4,220,000	$ 650,000	$ 250,000

Detailed description of event:

Desert Botanical Garden is thrilled to announce our next blockbuster exhibition: Electric Desert | A Light and Sound Experience. Iconic desert plant displays become a living canvas in this nighttime experience, taking visitors on an immersive journey through the Garden using light and original music. Designed by Klip Collective, an experimental art shop in Philadelphia cofounded by Sundance Film Festival favorite Ricardo Rivera, Electric Desert integrates virtual reality, projection mapping, storytelling and soundscapes in six site-specific locations across Garden trails to create captivating, immersive sensory experiences. Showing nightly, Electric Desert will amaze a projected 320,000 tourists and Valley residents during its seven month presentation. (Please see the attached Sponsor Introduction Packet for more information.)

NEW EVENT DEVELOPMENT WORKSHEET

Provide a detailed, itemized list of sponsorship benefits the City of Scottsdale will receive as part of the sponsorship package. Please include advertising channels, advertising cost, impression values, and distribution methods:

Desert Botanical Garden requests sponsorship from the City of Scottsdale as a Mega Event. Other regional supporters include the City of Phoenix, which annually provides a grant through the Phoenix Office of Arts and Culture, and Tempe Tourism Office, with which we are developing promotional opportunities for Electric Desert. Additional supporters to date include Arizona Public Service and The Steele Foundation.

The City of Scottsdale will receive a wide array of recognition, ticket hospitality, marketing, special engagements and partnership benefits. Please see the attached list of proposed sponsorship benefits. The Garden will customize these benefits with City of Scottsdale-Tourism and Events and Experience Scottsdale to best meet your business objectives.

Submit your current marketing plan as it is <u>without</u> City Funding. Please include location, timing, impressions, cost, etc. *Attach if more space is needed.

Current Proposed Adverting Plans for Electric Desert without City Funding:

- The Arizona Republic/azcentral.com - $30,000
- Phoenix Magazine - $9,000.00
- New Times - $8,000.00
- Java - $1,000.00
- New York Times Insert - $2,000.00
- Where Magazine Cover December - $3,000.00
- Digital, Outdoor Print in Sonora, Mexico - $20,000.00
- Onmedia Publications - $15,000.00
- Mall Advertising including Scottsdale Fashion Square - $40,000.00
- Lightrail Wraps - $30,000.00
- Outdoor Billboards - $30,000.00
- Movie Theaters, Harkins Camelview and Scottsdale 101- $20,000.00
- Digital ads - $35,000
- Facebook and Instagram ads - $5,000.00 200,000 reach and 1 million impressions
- AZ-based Influencer Campaign - $15,000.00
- I Heart Radio and KJZZ/KBAQ - $60,000
- Southwest Airlines magazine in October on Trade
- American Airlines Magazine in December on Trade

We will also leverage the Garden's 80th Anniversary and our holiday light experience, Las Noches de las Luminarias, to tie into additional media coverage and advertising to locals and travelers.

If approved for funding, please explain how event funding will enhance your event's marketing and PR efforts:

Proposed with Additional Funds - Additional funding will increase visibility of Electric Desert and enhance our PR efforts.

- Travel expenses, registration fees for Experience Scottsdale media trips - $15,000
- Digital campaigns in Los Angeles, Chicago, New York, Denver, Canada - $20,000
- Increased Social Media Presence- Facebook, Instagram, Twitter, You Tube and Snapchat - $15,000
- YouTube pre-roll - $30,000
- National Influence Campaign - $15,000
- Spring training advertising - $20,000
- Radio/Digital Spots- Multiple relevant Stations - $16,000
- Increase Outdoor exposure 8 - $6,500
- Airport Advertising - $25,000
- Canadian digital, print and outdoor campaign - $25,000
- Scottsdale Quarter Shopping Center Ads - $20,000
- Spotify and Pandora - $20,000
- Increase television exposure - $12,500
- Tripadvisor Ads - $10,000

NEW EVENT DEVELOPMENT WORKSHEET

Describe how you will provide qualitative and quantitative information regarding event attendance levels:

The Garden can provide ticket sales reports (by date period, event, zip code, promo code, etc.), monthly Google Analytics reports, monthly social analytics reports as well as a summary of demographics of ticket buyers for whom we are able to capture addresses.

We can provide visitor quotes and feedback collected through surveys of online ticket buyers and through social media.

We can also provide data collected through audience/visitor studies and intercept surveys performed by WolfBrown, and through marketing campaign testing and visitor studies by the Morey Group.

We would be delighted to work with Scottsdale hotels offering Electric Desert-related packages to identify a means for collecting quantitative and qualitative information about redemption from their guests.

Provide estimated economic impact results of the event and the projected impact on Scottsdale:

The Garden's past blockbuster exhibitions have a track record of positive impact on our local economy. Arizona State University's School of Community Resources & Development conducted an economic impact study of our presentation of Chihuly in the Garden during our 2013-14 season. The study indicated the Chihuly exhibition was a significant reason for traveling to the area for nearly 30,000 visitors, generating more than $22 million in revenue. See the attached report for more details.

Based on our attendance history for blockbusters, we believe the exhibition will have a significant positive impact. We are conservatively projecting an audience of at least 320,000 visitors over the seven-month presentation of Electric Desert. An analysis of ticket buyers' zip codes indicates 40%-50% of Garden visitors self-identify as tourists from out of state every year. This equates to an estimated 128,000-160,000 tourists who will visit Electric Desert during their travels to Arizona.

With the Experience Scottsdale/City of Scottsdale branding in conjunction with Electric Desert, and the Garden's promotion of Scottsdale's accommodations for out-of-state ticket buyers, we are confident Scottsdale's tourism and economy will enjoy significant benefits.

For example, just one percent of our estimated tourists staying three nights (3,840-4,800 room nights) in Scottsdale could generate $672,000-$840,000 in lodging based on an average daily rate of $175; this value doesn't include other spending that would take place in the city.

Sponsorship of Electric Desert could provide multiple returns on your investment. For example, the City/Experience Scottsdale may host up to four events at the Garden to promote Scottsdale to important clients. We will also work with the City/Experience Scottsdale to identify opportunities to promote events, dining and accommodations in Old Town and other Scottsdale locations to exhibition visitors, which could include a looping video in our visitor center and an Experience Scottsdale- staffed table throughout our 10-day exhibition preview series.

Describe how the event will stimulate the fundamental decision to travel and visit Scottsdale, generate room nights as well as enhance the length of stay:

Desert Botanical Garden is a popular attraction for out-of-state visitors, bringing to life the many wonders of our Sonoran Desert. Considered by visitors as a quintessential Scottsdale experience, the Garden introduces tourists to the tranquil vibrancy of the desert and offers local residents an opportunity to explore the fascinating beauty found in our great outdoors.

Electric Desert will highlight our Sonoran Desert locale in a transformative and contemporary way. Because it creates such a unique, immersive experience, and because it will be presented over a seven-month period, Electric Desert will drive travel to the area and be an added-value experience for tourists who have already made plans to visit.

With recent Klip Collective art commissions at Sundance Film Festival, Longwood Gardens (Pennsylvania), DLECTRICITY art festival (Detroit) and more, this creative team has a growing fan base eager to explore its experiential integration of light and sound. The studio has already received feedback from its followers asking for information on the Garden's exhibition. Funding from the City of Scottsdale will help us build upon this excitement and expand our marketing reach to a broader audience, inspiring even more people to travel to Scottsdale and visit Electric Desert.

Inclusion of the Experience Scottsdale brand in the exhibition's title, particularly in out-of-state ads, will drive tourism to Scottsdale. The Garden will also direct ticket buyers inquiring about accommodations to the Experience Scottsdale's website. This web page will be promoted to destination management companies, businesses and individuals hosting events at the Garden (e.g. corporate parties, weddings, conference excursions) on our "Host an Event" web page and in our Preferred Vendors list.

The Garden is in close proximity to a wide array of Scottsdale hotels, dining and entertainment options, especially those in Old Town. We are confident many tourists traveling to the Valley will chose lodging in Scottsdale as their home base, close by to the must-see exhibition Experience Scottsdale Presents Electric Desert | A Light and Sound Experience. In addition, your sponsorship will encourage other Garden guests to enjoy Scottsdale restaurants and entertainment options before or after their visit to this unique exhibition.

NEW EVENT DEVELOPMENT WORKSHEET

NEXT STEPS

This proposal process has been developed to provide necessary information for the City of Scottsdale, Tourism Development Commission to evaluate funding proposal requests and to determine appropriate funding for qualified events. The sponsorship review process can take up to 60 days to complete.

1. Staff reviews event qualification worksheet to determine event's eligibility
2. If event qualifies for funding, producer will present at the Tourism Development Commission (TDC) meeting. TDC has the potential to require more information or vote on funding amount they are recommending.
3. Event presentation to the TDC is required. The presentation should take no more than 5 minutes and outline the information provided in this worksheet.
4. TDC submits funding recommendation to City Council for approval (Following TDC recommendation, allow four weeks for council presentation).
5. Formal action by City Council

SUBMISSION INFO

I authorize the verification of the information provided on this form.	
Signature of applicant:	**Date:** 5/1/18
Name Julie Winslett Wagoner	

*****If more room is needed, attachments are permissible.

SPONSORSHIP BENEFITS
Presented to
City of Scottsdale

Sponsorship of $250,000 to support **Electric Desert | A Light and Sound Experience by Klip Collective** will afford the City of Scottsdale with significant recognition, marketing, ticket hospitality, special engagements and partnership benefits. The benefits that follow will be extended to the City of Scottsdale leading up to and throughout the exhibition's presentation (October 2, 2018 through May 12, 2019), unless otherwise noted.

Sponsor Recognition

- In-title recognition:
  - ***Experience Scottsdale*** **Presents Electric Desert | A Light and Sound Experience by Klip Collective**
    Additional sponsors will follow

- Value added recognition as a Major Sponsor of Las Noches de las Luminarias:
  - Las Noches de las Luminarias sponsored by *Experience Scottsdale*
    Additional sponsors will be included

Marketing and Promotion

Name in title (and logo inclusion, pending space availability) in/on: (see marketing plan for additional details)

Onsite recognition

- **Electric Desert** banner signs in the Garden's parking lot (est. impressions = 400,000)
- **Electric Desert** sponsor recognition sign at the Garden's Admissions (est. impressions = 400,000)
- Onsite Luminaria signage at the Garden's Admissions (est. impressions = 55,000)
- Experience Scottsdale spot will loop daily in our SRP Visitor Center (est. impressions = 15,000)

Media

- All television, radio, outdoor, digital and print advertising for **Electric Desert** (logo pending space availability)
- Mentions in up to 10 live media hits for **Electric Desert**

Digital and social

- **Electric Desert** online event tickets
- Desert Botanical Garden website
    - Home page (est. unique page views = 1,000,000)
    - **Electric Desert** web page (est. unique page views = 300,000)
    - Luminaria web page (est. page views = 200,000)
- Up to four **Electric Desert** press releases posted on the Garden's website
- Garden Insider e-newsletter (est. 19,000 subscribers)
- 30+ social media posts (est. 150,000 followers on Facebook, Twitter and Instagram)

Collateral

- **Electric Desert** postcard distributed to members (est. distribution = 38,000 households)
- Luminaria event invitation distributed to members (est. distribution = 38,000 households)
- Fall and winter/spring calendar of events (est. distribution = 38,000 households per edition, total distribution 76,000)
- Fall, winter and spring/summer trail guides (est. distribution =250,000)
- Fall, winter and spring editions of the *Sonoran Quarterly* magazine (est. distribution = 38,000 households per edition, total distribution 114,000)
    - Inclusion of Canal Convergence in an article featured in one edition of our *Sonoran Quarterly* magazine

Ticket Hospitality

- Four complimentary uses of Garden facilities to host events throughout the exhibition presentation; excludes blackout nights; other restrictions apply (up to $15,200 value)
- 2,000 single-use VIP Exhibit Guest Passes that may be redeemed throughout the exhibition presentation; excludes blackout nights and ticketed events ($60,000 value)
- 250 single-use General Admission guest passes that may be redeemed over a one-year period; excludes **Electric Desert** and ticketed events ($6,237.50 value)
- 100 single-use tickets to Las Noches de las Luminarias in December 2018 ($3,000 value).
- One table for 10 at Dinner on the Desert 2019 on April 27, 2019 ($10,000 value)

Engagement and Special Invitations

- City employees and their guests will be invited to the **Electric Desert** preview for sponsors on October 2, 2018 (up to 2,000 for a value of up to $60,000)
- City of Scottsdale's Mayor, City Council members and Tourism Development Commissioners will be invited to the **Electric Desert** preview for VIP guests on October 11, 2018
- Opportunity to host an Experience Scottsdale branded table throughout our 10-day **Electric Desert** previews to promote Scottsdale-based activities, events and/or accommodations (priceless; activation to be paid for by Experience Scottsdale/City of Scottsdale)

Engagement and Special Invitations, cont.

- Four **Electric Desert** installation tour opportunities for up to 10 guests each, led by either a Klip Collective representative or Garden staff
- Two behind-the-scenes **Electric Desert** tours for up to 10 guests each, offered during the exhibition's presentation, led by Garden staff
- Opportunity for a group of your employees or another City-coordinated group to volunteer during the exhibition's installation
- Opportunity for a City of Scottsdale representative, Council member or special guest to turn on **Electric Desert**'s butte exhibit during opening week

Partnerships and Promotions

- The Garden will collaborate with Scottsdale Public Art to cross-promote Canal Convergence and **Electric Desert**
- 100 VIP Exhibit Guest Passes each to 20 Scottsdale hotels (total of 2,000 tickets), that may be distributed through special packages or to VIP customers; additional tickets will be available for all Scottsdale hotels to purchase at a discounted rate
- Discount on Las Noches de las Luminarias tickets to Scottsdale hotel guests, based on availability
- The Garden's website (dbg.org) will direct visitors to Experience Scottsdale accommodations website on:
    - **Electric Desert** ticketing page
    - Host Your Event page
- The Garden's Call Center will refer customers seeking accommodations to the Experience Scottsdale website
- The Garden's preferred vendor list for event hosts will include Experience Scottsdale's accommodations website

Desert Botanical Garden will customize these benefits with City of Scottsdale-Tourism and Events and Experience Scottsdale to best meet your business objectives.

DESERT BOTANICAL garden®

SPONSORSHIP CONTACTS:

Julie Winslett Wagoner, Program Director, Institutional Giving
480.481.8115 | jwagoner@dbg.org

Beverly Duzik, Director of Development
480.481.8111 | bduzik@dbg.org

ELECTRIC DESERT

A LIGHT AND SOUND EXPERIENCE BY KLIP COLLECTIVE

• OCT. 2, 2018 - MAY 12, 2019 | SPONSORSHIP OPPORTUNITIES •

DESERT BOTANICAL garden®

ELECTRIC DESERT
A LIGHT AND SOUND EXPERIENCE

OCT. 2, 2018 - MAY 12, 2019
SPONSORSHIP OPPORTUNITIES

DESERT BOTANICAL garden

In the 1930s, visionary Phoenicians joined forces to protect and display the beauty of the Sonoran Desert. Their plan came to fruition in 1939 with the opening of Desert Botanical Garden.

Our founders envisioned the Garden becoming "a compelling attraction that brings to life the many wonders of the desert."

Over time, thanks to leadership and generous investments from the community, the Garden's permanent plant exhibits and seasonal art exhibitions have indeed become a vibrant and compelling point of pride.

In 2008-2009, Dale Chihuly's stunning glass sculptures drew 546,000 visitors, and a return exhibition in 2013-2014 attracted a record-breaking 632,000 guests.

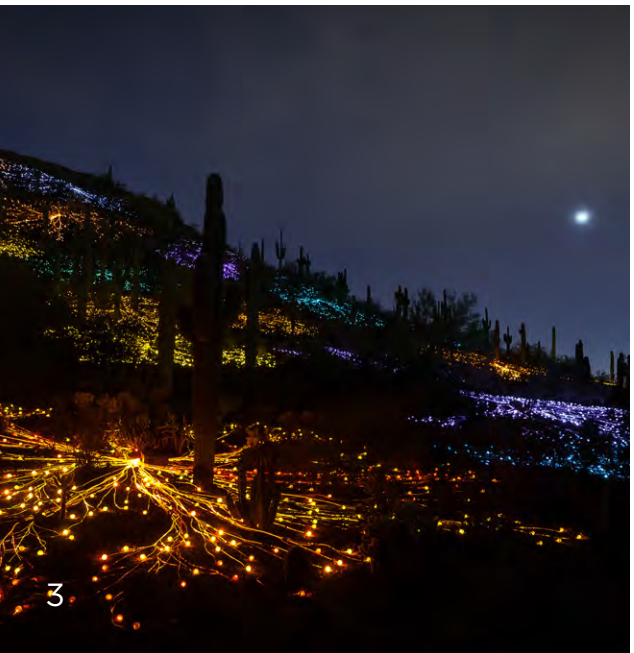
Nighttime viewing became wildly popular, as the changing light infused Chihuly's works with heightened drama.

ELECTRIC DESERT
A LIGHT AND SOUND EXPERIENCE

OCT. 2, 2018 - MAY 12, 2019
SPONSORSHIP OPPORTUNITIES

DESERT BOTANICAL garden

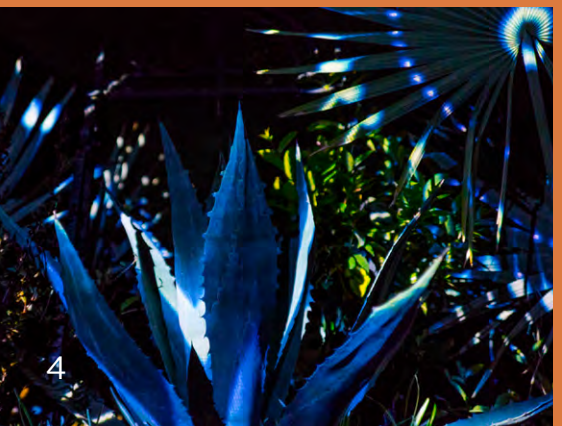
In 2015-2016, the Garden presented our first evening only exhibition. Artist Bruce Munro's immersive, large-scale installations—**Sonoran Light**—attracted 318,000 visitors, as well as substantial economic impact and visibility within the community.



ELECTRIC DESERT
A LIGHT AND SOUND EXPERIENCE

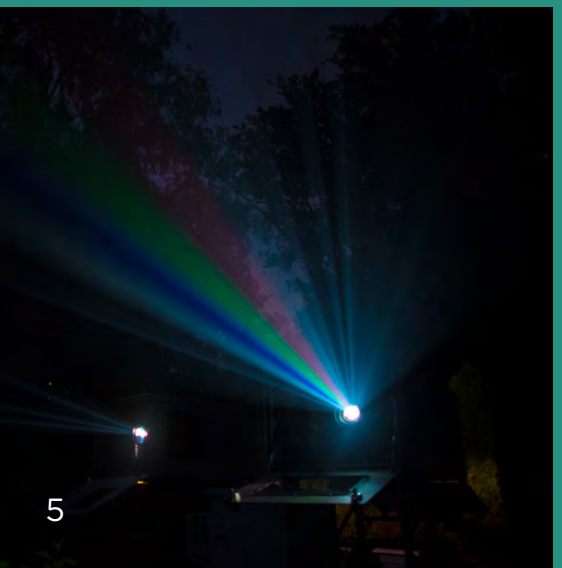
OCT. 2, 2018 - MAY 12, 2019
SPONSORSHIP OPPORTUNITIES

DESERT BOTANICAL garden



We are thrilled to announce the next major Garden exhibition—**Electric Desert | A Light and Sound Experience.**

Cactus and desert become a living canvas in this nighttime experience, taking visitors on an immersive journey through the Garden using light and original music. Klip Collective has transformed spaces with innovative light projection in Longwood Gardens, Central Park and Philadelphia City Hall and has worked with brands like Nike and Target.



In 2003 Ricardo Rivera cofounded Klip Collective, an experimental art shop in Philadelphia that integrates light projection with mapping technology to tell a compelling visual story.

In the past decade, Rivera has influenced the video arts and pioneered the industry with his patented light projection and mapping system.

The company's first big project was the lobby of W Hotels in Chicago, Los Angeles, San Diego and New York, which garnered immediate attention. The art form took off and has become ubiquitous, being used in various industries from film to fashion.

Klip Collective has worked with brands and organizations, including Nike, Red Bull, Philadelphia Museum of Art and Longwood Gardens.

2008-2009

CHIHULY THE NATURE OF GLASS

Days open to the public: **178**
(open morning through evening)

Attendance **546,000** visitors

Membership **26,000** households

2015-2016

BRUCE MUNRO SONORAN LIGHT AT DESERT BOTANICAL GARDEN

Days open to the public: **129**
(evenings only)

Attendance | **318,000** visitors

Membership **36,000** households

2013-2014

CHIHULY IN THE GARDEN

Days open to the public: **188**
(open morning through evening)

Attendance | **632,000** visitors

Membership | **41,000** households

$22.2 million in spending by **30,000 tourists** for whom Chihuly in the Garden was a significant reason for traveling to Phoenix
(ASU School of Community Resources & Development, 2014).

2018-2019

ELECTRIC DESERT
A LIGHT AND SOUND EXPERIENCE

Public Opening
Oct. 13, 2018 – May 12, 2019

Evenings open to the public: **173**

Projected Attendance **320,000** visitors

Anticipated Membership **38,000** households

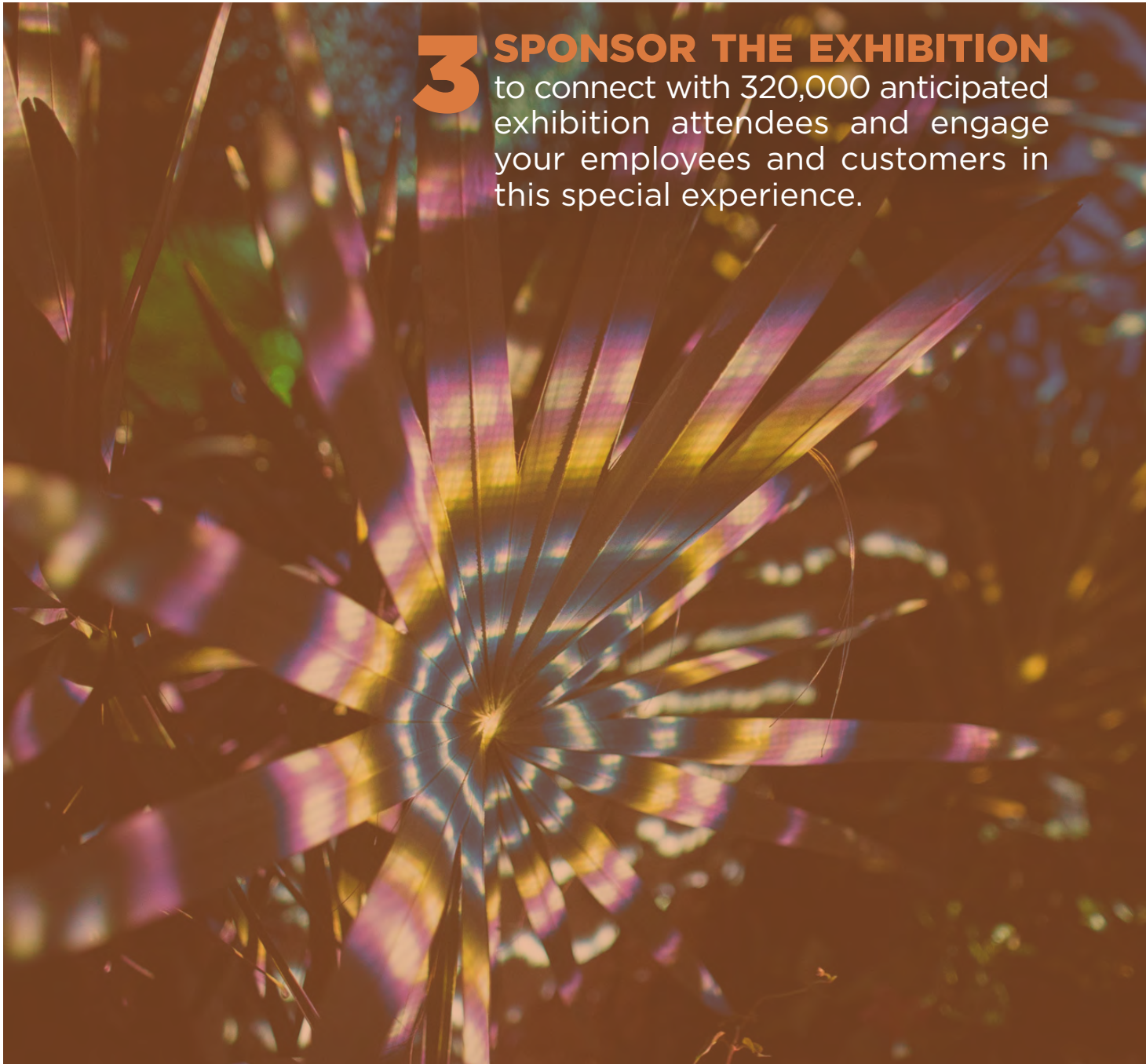
BE A PART OF ELECTRIC DESERT

There are several ways your organization can participate.

1 HOST A MEETING, RECEPTION OR PARTY
for your staff or customers. View our event brochure* for more details. ***goo.gl/X9iD7k***

BRING YOUR TEAM OF 10 OR MORE
Options include a guided or self-guided tour.

2



3 SPONSOR THE EXHIBITION
to connect with 320,000 anticipated exhibition attendees and engage your employees and customers in this special experience.

SPONSORSHIP **VALUE PROPOSITION**

1 CLIENT & CUSTOMER CONNECTIONS
Deliver a truly memorable and rewarding experience that builds relationships and loyalty for valued clients and potential customers.

2 EMPLOYEE ENGAGEMENT
Generate excitement and company pride in supporting a unique experience for the Valley. Create memories for employees and their families.

3 CULTURAL VIBRANCY AND ECONOMIC IMPACT
Enhance metro Phoenix as a culturally rich and vibrant destination for tourists, attract positive national attention and deliver exceptional experiences to visitors.

4 COMMUNITY INVESTMENT
Exhibition revenue will be reinvested in the Garden to sustain its valuable plant collections, preserve the Valley's treasured open spaces, improve community health through community gardens and advance scientific study, citizen appreciation and understanding of the Sonoran Desert's beauty to ensure its protection for future generations to enjoy.

5 BRAND ENHANCEMENT
By partnering with the Garden to bring Electric Desert to the Valley, your organization will champion values that your customers and employees care about: Nature, Culture, Creativity, Innovation, Community Engagement and many others.

SPONSOR ELECTRIC DESERT

With an investment of $25,000 or more, your organization can receive significant recognition, hospitality and engagement opportunities for your customers, employees and the people that you serve.

The Garden will work closely with your program, marketing or community relations team to tailor a sponsorship package aligned with a level of investment that fits your business objectives.

Your benefits will include:

- **Preview night and tours** for your employees or clients to experience Electric Desert in person.
- **Complimentary and discounted uses of Garden facilities** for employee retreats, client receptions or staff parties.
- **Complimentary VIP guest passes** to visit Electric Desert.
- **Discounts on admission and membership** for all company employees.
- **Complimentary tickets** to Las Noches de las Luminarias.
- **Complimentary Patrons Circle memberships** for senior executives and family memberships for staff or customers.
- **Recognition** on exhibition signage, collateral, exhibit web page, Garden e-newsletter, social media and print advertising.
- **Additional recognition** as a sponsor of a related event, educational program or activity.

See the Sponsor Benefits Chart for an overview of sponsorship benefits available for sponsors at the $25,000, $50,000 and $100,000+ levels.

ELECTRIC DESERT

A LIGHT AND SOUND EXPERIENCE BY KLIP COLLECTIVE

• OCT. 2, 2018 - MAY 12, 2019 | SPONSORSHIP OPPORTUNITIES •

MISSION STATEMENT

The Garden's commitment to the community is to advance excellence in education, research, exhibition and conservation of desert plants of the world with emphasis on the Southwestern United States. We will ensure that the Garden is always a compelling attraction that brings to life the many wonders of the desert.

DESERT BOTANICAL garden®

SPONSORSHIP CONTACTS:

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TOP 10
SECTORS IMPACTED
by increase in gross regional product

$4.2 million	food services & drinking places
$3.7 million	other amusement & recreation industries
$2 million	hotels & motels, including casino hotels
$1 million	real estate establishments
$.9 million	transport by air
$.7 million	automotive rental & leasing
$.6 million	museums, historical sites, zoos & parks
$.6 million	retail stores – food & beverage
$.2 million	employment services
$.1 million	services to buildings & dwellings

REGIONAL IMPACT RESULTS

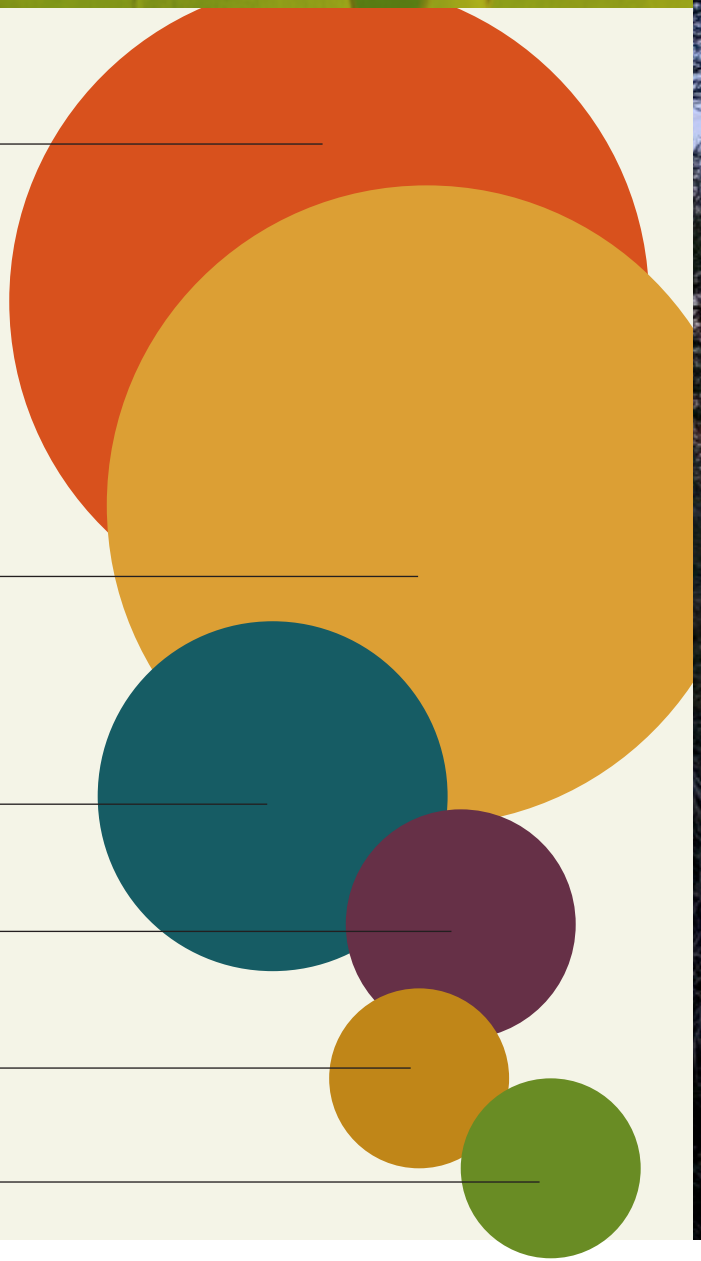
Summer Sun, 2010, 15 x 14 x 14'
Desert Botanical Garden, Phoenix, installed 2013

CHIHULY | IN THE GARDEN

DESERT BOTANICAL GARDEN

ASU School of Community Resources & Development
ARIZONA STATE UNIVERSITY

$22.2 MILLION
SPENDING BY OUT-OF-TOWN NON-CASUAL VISITORS



$6.4 million
outdoor recreation & park / museums admission

$6.4 million
restaurants, bars & nightclubs

$3.5 million
hotel

$2.3 million
grocery & retail

$1.8 million
car rental & gasoline

$1.8 million
air travel

Scarlet and Yellow Icicle Tower, 2013,
33½ x 7 x 7', Desert Botanical Garden, Phoenix

Regional Impact

365.7
FULL-TIME EQUIVALENT JOBS
total employment generated

$13.3
MILLION
total labor income generated

$21.4
MILLION
total increase in gross regional product

The Economic Impact of the "Chihuly in the Garden" Exhibition

Summary: This study estimates the economic impact that visitors to the "Chihuly in the Garden" exhibition had on the Phoenix economy. An on-site survey was conducted, and the results were analyzed in the IMPLAN software system. Of the over 631,000 individuals that attended "Chihuly in the Garden" it is estimated that almost 30,000 visitors were from out of town and considered the Chihuly exhibition a major part of the reason that they were visiting Phoenix. Therefore their expenditures are appropriate for economic impact analysis. These individuals spent over $22,000,000 while visiting Phoenix. Their expenditures created over 365 jobs, $13,000,000 in income, a $21,000,000 increase in Gross Regional Product, and $2,000,000 in state and local tax revenue.

Objective: To estimate the economic impact of the "Chihuly in the Garden" exhibition on the Phoenix economy. This includes jobs created, income created, increase in gross regional product, and tax revenue created.

Data Collection: Questionnaires were distributed onsite at the Desert Botanical Garden. Surveying was performed on 14 randomly selected days from December 16, 2013 to April 25, 2014. As respondents left the Garden, they were asked if they would fill out a questionnaire. As they finished their visit, people were approached and 380 total questionnaires were collected. After eliminating some partially filled out questionnaires, 330 were included in the final analysis. Data collection can be biased by a number of issues, however, this collected sample is very similar to the population of visitors estimated by *Peoples, Places and Design Research* in their research project. This similarity seems to indicate that a fairly representative sample was collected.

Analysis: To meet the objective of this assignment analysis proceeded along the following steps:

1. The percentage of non-local, non-casual visitors (those whose *primary* reason for their visit to Phoenix was to see the Chihuly exhibition) first needed to be determined. "Locals" were defined as those from the Phoenix Metropolitan Statistical Area (MSA) of Maricopa and Pinal Counties. Whether a visitor was casual or not was determined by asking the respondents about the primary reason for their visit to Phoenix. Visitors that indicated they were not visiting Phoenix specifically because of the Chihuly exhibition were considered casual visitors and excluded from the economic impact analysis.

2. The amount of spending per person by non-casual visitors in selected categories was calculated, again using data from the survey.

3. Spending data from our sample was extrapolated to the entire visiting population to determine the estimated overall expenditures made in Phoenix by out of town, non-casual visitors.

4. The estimated overall expenditures in selected categories were assigned to appropriate IMPLAN sectors and run through a model of the Phoenix MSA's economy to estimate the economic effect of "Chihuly in the Garden" on local sales, gross regional product, jobs, and tax revenue.

Results:

1. In total, the 330 questionnaires represent 968 people (the respondents were asked to identify their group size). Seventeen survey respondents, representing 45 people, indicated that they were from out of town and were either in Phoenix for the Chihuly exibition, or were not sure of their primary reason for visiting (more on this in the next section). This indicated that **4.65% of visitors were out of town, non-casual visitors**. Their expenditures are appropriate for economic impact analysis, as these expenditures represent a new injection of money into the local economy that would have not occurred without the Chihuly exhibition.

2. Six of the 17 out of town, non-casuals did not fill out the section on expenditures, so the analysis was done on the remaining 11 questionnaires (representing 26 people). Of these, 4 indicated that they were "not sure" of the reason for their visit. Their expenditures were halved based on the assumption that part of their motivation for visiting Phoenix was the exhibition. Finally, the expenditures in the airfare category were halved based on the assumption that half of the impact involves respondents' origination cities and half involves Phoenix. After these adjustments, total spending from the surveys and per person spending (the total divided by the 26 people that the surveys represent) was calculated as follows:

Table 1: Calculating Per Person Spending

Category	Total Spending on Completed Questionnaires	Calculated per Person Spending
Hotel	$3,100	$119
Grocery/Retail	$2,030	$78
Restaurants/Bars/Nightclubs	$5,705	$219
Outdoor Recreation Activities	$4,800	$185
Admissions to Parks/Museums	$848	$33
Gasoline	$675	$26
Car rental	$897	$35
Air Transportation	$1,575	$61
TOTAL	**$19,630**	**$755**

3. Total attendance over the course of the "Chihuly in the Garden" exhibition amounted to 631,609 individuals. Given our calculation that 4.65% of visitors were out of town, non-casuals, it is estimated that the exhibition attracted **29,362 out of town, non-casual visitors**. Multiplying this number by the per person spending figures yields estimated total spending.

Table 2: Calculating Estimated Total Spending

Category	Calculated per Person Spending	Estimated Total Spending
Hotel	$119	$3,500,000
Grocery/Retail	$78	$2,292,000
Restaurants/Bars/ Nightclubs	$219	$6,442,000
Outdoor Recreation Activities	$185	$5,420,000
Admissions to Parks/Museums	$33	$957,000
Gasoline	$26	$762,000
Car rental	$35	$1,012,000
Air Transportation	$61	$1,778,000
TOTAL	**$755**	**$22,167,000**

4. These expenditures were assigned to relevant IMPLAN sectors, and applied to an IMPLAN generated model of the Phoenix MSA's economy. Results are as follows:

   Total Employment Generated: 365.7 full time equivalent jobs

   Total Labor Income Generated: $13,280,000

   Total increase in Gross Regional Product: $21,404,000

   The above categories are hyperlinked to their IMPLAN definitions or they can be found in the online IMPLAN glossary (IMPLAN.com-> Help and Support -> Glossary). The "total employment generated" figure in particular deserves a nuanced understanding as this estimate is for "full time equivalent" jobs. As this event lasted approximately half a year, it is unlikely it created many full time, yearlong jobs. However the seasonal and/or part-time labor involved in the event and the economic activity it created was equal to approximate 366 full time jobs.

Major sectors affected by the exhibition include:

Table 3: Top Ten Sectors Impacted

Sector	Jobs Created	Income Created	Increase in Gross Regional Product
Food services and drinking places	113.1	$3,004,969	$4,209,222
Other amusement and recreation industries	100.4	$2,561,610	$3,661,353
Hotels and motels, including casino hotels	28.9	$1,187,060	$1,978,895
Retail Stores - Food and beverage	12.1	$454,217	$593,605
Real estate establishments	9.3	$172,906	$1,004,178
Museums, historical sites, zoos, and parks	7.6	$299,688	$570,700
Transport by air	5.4	$530,752	$862,999
Automotive equipment rental and leasing	4.9	$278,644	$672,217
Employment services	4.6	$166,944	$182,240
Services to buildings and dwellings	4.4	$120,685	$145,772

Finally, it is estimated that over 2 million dollars in state and local taxes were generated.

Table 4: State and Local Taxes Generated

Description	Employee Compensation	Proprietor Income	Tax on Production and Imports	Households	Corporations
Dividends					$1,608
Social Ins Tax- Employee Contribution	$6,843	$0			
Social Ins Tax- Employer Contribution	$13,454				
Tax on Production and Imports: Sales Tax			$1,074,968		
Tax on Production and Imports: Property Tax			$755,909		
Tax on Production and Imports: Motor Vehicle License			$9,951		
Tax on Production and Imports: Severance Tax			$4,836		
Tax on Production and Imports: Other Taxes			$53,226		
Tax on Production and Imports: S/L NonTaxes			$13,486		
Corporate Profits Tax					$34,626
Personal Tax: Income Tax				$149,539	
Personal Tax: NonTaxes (Fines- Fees)				$49,350	
Personal Tax: Motor Vehicle License				$7,929	
Personal Tax: Property Taxes				$5,657	
Personal Tax: Other Tax (Fish/Hunt)				$5,772	
TOTAL	**$20,297**	**$0**	**$1,912,375**	**$218,248**	**$36,234**

Limitations: This analysis makes three assumptions that could be debatable. One assumption deals with airfare expenditures. Half of airfare expenditures are counted as impacting Phoenix (in this assumption, the other half impacts the visitors' home regions). Some economic impact estimates will disregard airfare spending because accurately segregating the impacts between cities can be difficult, however, the 50/50 split is a simple procedure that is recommended by IMPLAN staff. A second assumption is including half of the expenditures of the individuals that responded "not sure" to the reason for their visit to Phoenix. Their full motivation for arriving in Phoenix cannot be determined, and it is likely split between several attractions, however, their responses indicate that Chihuly and the DBG played a role in their decision, so including a portion of their expenditures in the analysis seems appropriate. Finally, the spending estimates are based on only 11 surveys due to the fairly small number of out of town, non-casual visitors. However, it is assumed that this is representative sample and while a larger sample would be preferable, given the small percentage of out of town, non-casual visitors, this is difficult to achieve. Even with the small numbers of visitors that came to Phoenix specifically to see the Chihuly exhibition a significant amount of economic impact was generated.

This study was conducted by the graduate students and faculty of the School of Community Resources and Development at Arizona State University as a community service project on behalf of the Desert Botanical Garden.

ASU School of Community Resources & Development
ARIZONA STATE UNIVERSITY

BRUCE SKINNER
AND ASSOCIATES
Special Event Marketing & Consulting

2018 Desert Botanical Garden Electric Desert Review of Event & Tourism Impact

Situational Analysis

Desert Botanical Garden of Phoenix has announced its next major exhibit: *Electric Desert – a Light and Sound Experience,* which will begin this October. Iconic desert plant displays will become a living canvas during this nighttime spectacle, taking visitors on an immersive journey through the Garden using light and original music.

It will be designed and presented by Klip Collective, which has transformed spaces with innovative light projection in Longwood Gardens, Central Park in New York and Philadelphia City Hall, and has also worked with brands like Nike and Target.

In 2003 Ricardo Rivera cofounded Klip Collective, an experimental art shop in Philadelphia that integrates light projection with mapping technology to tell a compelling visual story. In the past decade, Rivera has influenced the video arts and pioneered the industry with his patented light projection.

The Botanical Garden, which previously staged the "Chihuly in the Garden" Exhibition, will be the venue for another blockbuster show with an anticipated 320,000 attendees that will visit between October 2 of this year to May 12 of 2019.

Planners are hopeful that Scottsdale will be the event's title sponsor, requesting $250,000 from the New Event Development Funding Program as a mega event. If the City chooses to become a partner in the *Experience Scottsdale Presents Electric Desert*, organizers say they will provide significant benefits to the City.

Pertinent Questions

1. Will the event make a significant impact, similar to that of the Chihuly Exhibit?
2. Is the organizer's requested investment of $250,000 too steep for the City?
3. What is the projected economic impact and how many room nights will be generated?
4. How will marketing dollars be spent to promote the event?
5. How will Scottsdale be promoted and branded in marketing and publicity?

General Assumptions

- The occurrence of the Experience Scottsdale brand in the exhibition's title will mean inclusion in advertising, and in particular out-of-state ads that will hopefully generate

heads in beds. As a title sponsor, "Experience Scottsdale" will be up front in all mentions and therefore the name won't be dropped by media.

- Because the Garden is in close proximity to Scottsdale, the City's hotels, restaurants and other shopping experiences should benefit.
- The Garden says it will be able to provide qualitative and quantitative information regarding event attendance levels through ticket reports, visitor surveys and data collected through audience/visitor studies. The data collected will inform the City on how many people travelled from out of town to the exhibit as their main reason for travel, and how many of them booked hotels in Scottsdale.
- The event will support the "art and culture" category.

Economic and Media Impact

Because of the magnitude and uniqueness of this event, it should generate a fair amount of general news coverage, which will increase exposure for the City, especially if organizers promote the fact that the show is adjacent to Scottsdale.

In addition, the event's current plan calls for over a quarter of a million dollars in advertising expenditures, with another $250,000 planned if the City becomes the title sponsor.

Most of the current plan "without" City funding is local, while the enhanced plan calls for over $100,000 in media expenditure outside of the State, including:

- Travel expenses and registration fees for Experience Scottsdale media trips, $15,000.
- Digital campaigns in Los Angeles, Chicago, New York, Denver and Canada, $20,000
- National Influence Campaign, $15,000
- Airport advertising (I assume outside of Arizona), $25,000
- Canadian digital, print and outdoor, $25,000
- Tripadvisor Ads, $10,000

In addition, event planners say that they will partner with the City and Experience Scottsdale by:

- Providing VIP Exhibit Guest Passes to Scottsdale hotels
- Providing ticket discounts to Scottsdale hotel guests
- Directing visitors to Scottsdale accommodations on the Electric Desert ticketing page

It is unclear how many people visited previous events as "their primary reason for travel." However, the study for the 2013-14 Chihuly attraction does say that that the exhibition produced $22,167,000 in economic impact, attracting 29,362 visitors.

Summary

Founded in the 1939, The Desert Botanical Garden has had a long history of outstanding exhibitions – "a compelling attraction that brings to life the many wonders of the desert." It has

a great brand in the community, which has produced great leadership and generous investments from Valley businesses and individuals.

In 2008-2009, Dale Chihuly's stunning glass sculptures drew 546,000 visitors, and a return exhibition in 2013-2014 attracted a record-breaking almost 632,000 guests. In 2015-2016, the Garden presented its first evening only exhibition. Bruce Munro's large scale installations – *Sonoran Light* – attracted 318,000 attendees.

"Electric Desert - A Light and Sound Experience," has the potential to transform the Desert Botanical Garden once again.

If the City chooses to become the title sponsor at $250,000, the Botannical Garden says that it would spend 100 percent of those funds on marketing, well above the 50 percent required. Scottsdale would also benefit by having the name in the title, and therefore it would be mentioned in almost all news stories. And because the event lasts for over seven months, the exposure provided on and off site would be substantial.

The Garden also offers other impressive benefits in their proposal, including sponsorship at the major level of Las Noches de las Luminarias, onsite recognition, all television, radio, outdoor, digital and print advertising, mention in social media and collateral materials, and ticket hospitality and special invitation offers.

However, this event might not be "mega" enough for the City to invest in at the level requested. It doesn't offer national television and media exposure and except for paid marketing expenditures, it is an event that will enjoy local coverage, but not much nationally. Scottsdale already has a strong brand locally, and a lot of the local coverage offered won't strengthen it any more.

If the City feels that the title sponsor amount is too hefty, it also seems that it could still receive significant benefits by providing funding at the $75,000 level, the maximum generally allowed.

Many of the sponsor benefits listed in the $250,000 proposal can be reduced, especially those that fail to generate economic impact.

Further, the $75,000 amount would be a worthy expenditure if the following criteria are met:

1. The City/Experience Scottsdale must be a prominent partner on the event's website. Many people will purchase tickets on line, and it would be extremely beneficial if the purchasers could book their rooms in Scottsdale at the same time.
2. Event organizers should be encouraged to push registrants to purchase tickets and book rooms online.

3. As much of any level of funding as possible should be spent on advertising and marketing outside of the State in order to increase the online bookings mentioned above, and Scottsdale should receive mention in all advertising and other promotional materials.

Respectfully submitted,

Bruce Skinner and Associates